



**2015 UPDATE**  
**2013-2018 COMMUNITY HEALTH**  
**IMPROVEMENT PLAN**



Hello Barron County,

**BARRON COUNTY**  
*Wisconsin*

Hello Barron County,

Thrive Barron County has been an evolving partnership between public health, healthcare systems, community organizations and individuals. Since our community health improvement plan was created in 2012, Thrive Barron County has made significant progress towards making our county healthier. This publication is intended to show progress, additions, and changes to the plan. Presently more than 25 different organizations and multiple community members are working together to address the top three health priorities that our community chose.

- Chronic Disease Prevention & Management
  - Pre-Diabetes
- Alcohol, Tobacco, and Other Drugs
  - Tobacco Free Families
  - Youth Connectedness to Adults
  - Adult Binge Drinking
- Mental Health
  - Promotion and Stigma Reduction
  - Access for Youth

I want to thank every individual and organization who has contributed to our progress the last two years. I also invite new organizations and community members to get involved. Together we will continue to keep health a priority and grow in health.

Sincerely,

Kelli Engen, Barron County Health Officer  
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*THRIVE Barron County's Vision: Community members and organizations  
working together to improve the quality of life for everyone in Barron County*

# Alcohol, Tobacco, and Other Drug Use & Abuse Community Health Improvement Plan Update

## What are our overall goals?

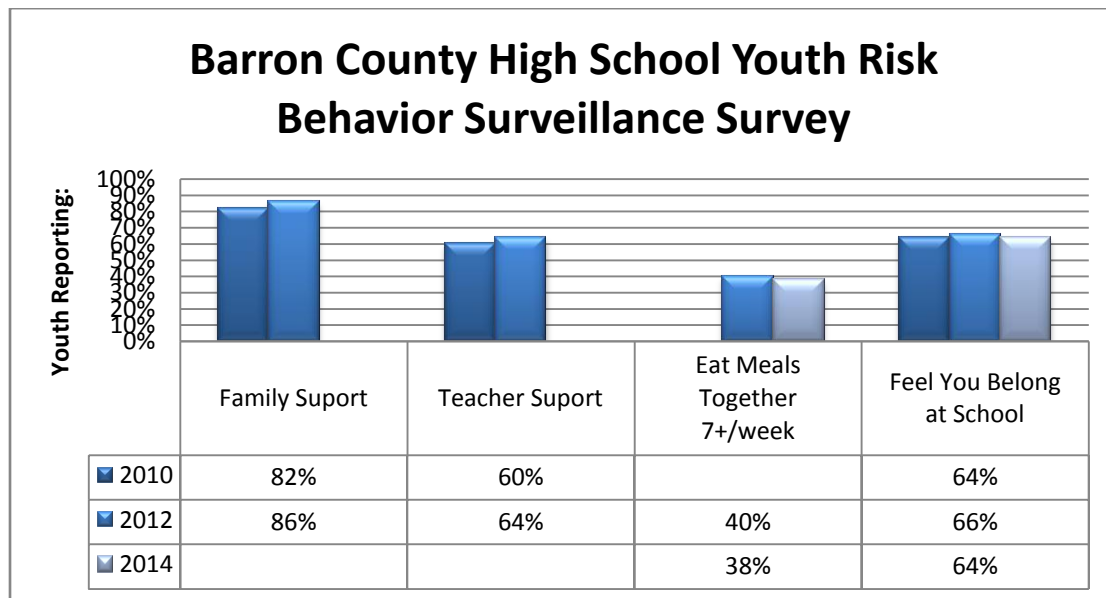
1. By December 2018, decrease the number of Barron County youth reporting mostly D's and F's who report alcohol use in the past 30 days.
2. By December 2018, reduce the rate of tobacco use in pregnant women- *in 2014 changed to reduce the rate of tobacco use in families.*
3. *New in 2015: By December 2018, decrease the percent of residents reporting binge drinking.*

Key: ● Making Progress ● Needs Attention

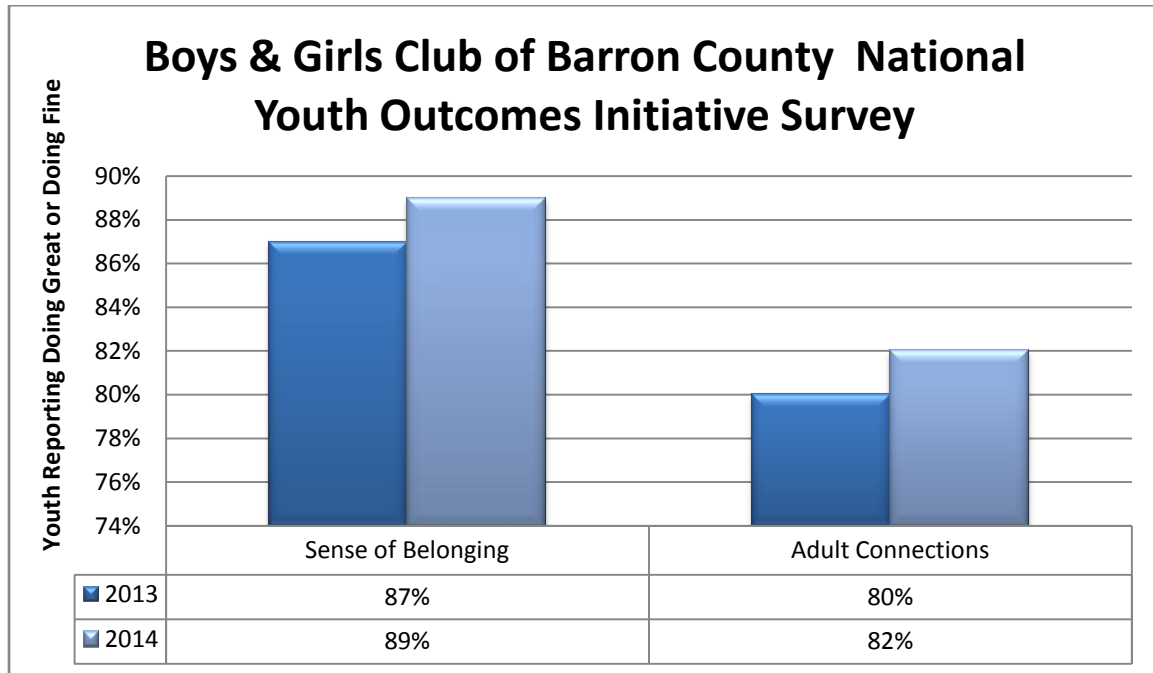
## How will we know we are making progress?

**Indicator 1.1:** Increase youth perception of caring adult involvement by 5%.

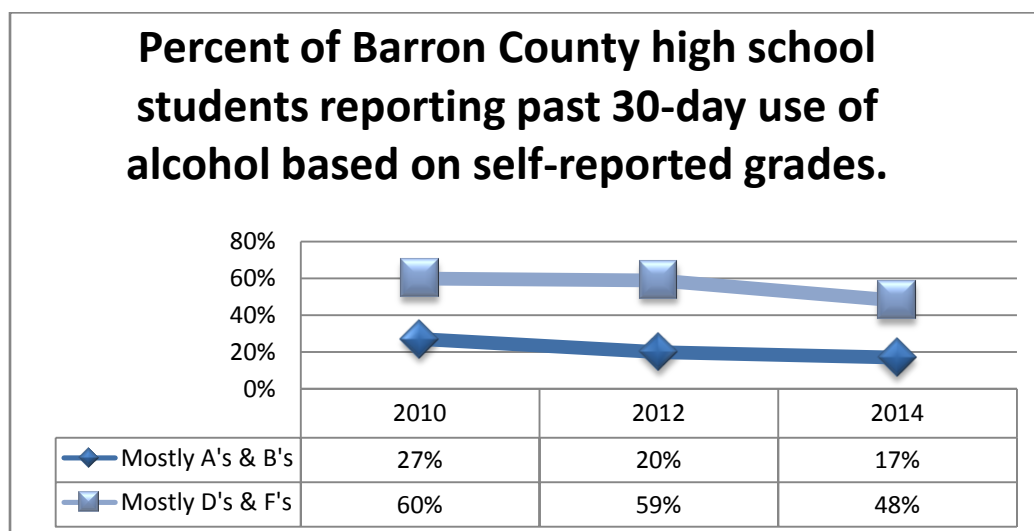
- Youth Risk Behavior Surveillance Survey:
  - Family Support
  - Teacher Support
  - Family Meals
  - Feel You Belong at School
- Boys & Girls Clubs National Youth Outcomes Initiative Survey:
  - Sense of Belonging
  - Adult Connections



Barron County Boys & Girls Clubs implemented the “Real Happy Hour” in 2014, which promotes family activities and family meals during the after school hours.



- **Indicator 1.2:** Decrease the number of students reporting grades of mostly D's and F's who report alcohol use in the past 30 days by 10% (source: Youth Risk Behavior Surveillance Survey).



- **Indicator 2.1:** Increase the number of Barron County agencies offering the First Breath Tobacco Cessation program (source: provider reports).

2012 Three agencies were trained in the First Breath Program: Barron County DHHS-Public Health Programs, Mayo Clinic Health System-Northland, Lakeview Medical Center

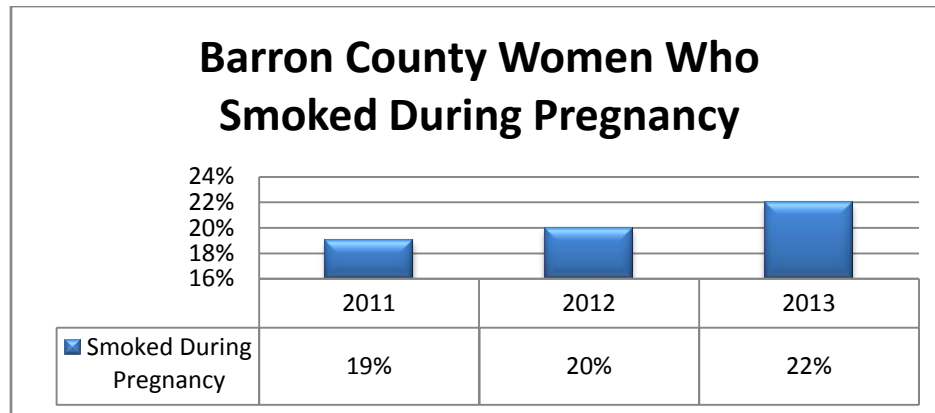
2013-14 Providers Trained in First Breath:

Date:	Site Name:	Trained:
06/18/2013	Barron County Department of Health & Human Services	3 providers
09/04/2013	Cumberland Health System	17 providers
01/10/2014	Pregnancy Help Center	2 providers
01/10/2014	Barron County Department of Health & Human Services	4 providers
01/10/2014	Lakeview Medical Center	1 provider
01/10/2014	Mayo Clinic Northland	1 provider
06/04/2014	Barron County Department of Health & Human Services	6 providers
08/18/2014	Lakeview Medical Center	2 providers
12/02/2014	Pregnancy Help Center	9 providers
	<b>Total Trained</b>	<b>47 providers</b>

- **Indicator 2.2:** Increase the number of Barron County pregnant women enrolled in the First Breath Tobacco Cessation Program (source: WI Women's Health Foundation First Breath Enrollment Report).

Site:	2012	2013	2014
Barron County Public Health	3	5	7
Lakeview Medical Center	0	0	0
Mayo Clinic Health System	1	0	0
Pregnancy Help Center	x	x	5
Cumberland HealthCare	x	x	0
<b>Total Enrolled</b>	<b>4</b>	<b>5</b>	<b>12</b>

- **Indicator 2.3:** Decrease the number of pregnant women reporting tobacco use during pregnancy (source: WISH data query system).



### Other Initiatives:

- The Barron County Fair Board voted in 2014 to ban the use of all tobacco and e-cigarette products from the midway and the grandstand.  
  
“Where You Smoke Matters” materials were distributed at the Rice Lake and Cumberland parades by the Boys & Girls Clubs.
- Quit to Win Tobacco Cessation challenge was promoted and 313 cessation kits were distributed at 15 worksites and to the public via health care providers and New Directions Mental Health Drop-in Center. The challenge promoted the Wisconsin Quit Line. Three of 313 participants completed the post survey and entered the prize drawing. Quit Line contacts during the challenge showed no increase.

The Community Health Improvement Process is a process which is continually updated as situations change and new information becomes available. New information used to edit the 2012 CHIP Alcohol, Tobacco and Other Drug Abuse (ATODA) plan includes:

- The Safe & Stable Families Coalition was funded for an additional five years under the Drug Free Communities Support Program Grant in September 2014. The coalition continues to address youth substance abuse prevention in youth 12-17 years old.
- Thrive’s ATODA community health action team chose to move from focusing on tobacco cessation in pregnant women to promoting tobacco free families at the end of 2013. Further analysis of our tobacco use rates during pregnancy show that our cessation rates during pregnancy are similar to those across Wisconsin and the United States. However, we start with higher numbers of women who smoke.

<i><b>Location</b></i>	<i><b>Pregnant Women who Smoke</b></i>	<i><b>Quit Prior to Pregnancy</b></i>	<i><b>Quit During First Trimester</b></i>	<i><b>Quit During Second Trimester</b></i>	<i><b>Smoked Throughout Pregnancy</b></i>
<i>Barron Co.</i>	<i>25%</i>	<i>5%</i>	<i>3%</i>	<i>1%</i>	<i>15%</i>
<i>Western WI</i>	<i>21%</i>	<i>5%</i>	<i>2%</i>	<i>1%</i>	<i>12%</i>
<i>Wisconsin</i>	<i>19%</i>	<i>5%</i>	<i>2%</i>	<i>1%</i>	<i>10%</i>

Because of our overall higher rates of tobacco use compared to the Western Region and Wisconsin, the action team has chosen to widen their perspective and focus on promoting tobacco/smoke free families. Tobacco cessation and prevention will be promoted.

### **New Goal Added in 2015:**

3. By December 2018, decrease the percent of residents reporting binge drinking.
  - Indicator 3.1: Decrease the percent of residents reporting binge drinking (source: Behavioral Risk Factor Surveillance Survey and the Youth Risk Behavior Surveillance Survey).
  - Indicator 3.2: Decrease the number of operating while intoxicated citations issued in Barron County (source: Barron County Sheriff's Department).

### **Why are we concerned?**

- The Sheriff's Department is seeing an increase in the number of adult OWI's and methamphetamine charges.

<i><b>Year</b></i>	<i><b>OWI Charges</b></i>	<i><b>Methamphetamine Charges</b></i>	<i><b>Prescription Drug Charges</b></i>
<i>2012</i>	<i>111</i>	<i>68</i>	<i>19</i>
<i>2013</i>	<i>82</i>	<i>74</i>	<i>31</i>
<i>2014</i>	<i>102</i>	<i>101</i>	<i>33</i>

- The percent of motor vehicle crashes with alcohol involved in Barron County from 2006-2010 was in the top third of all Wisconsin counties. (Wisconsin Department of Transportation, 2012).
- Adult binge drinking in our region of Wisconsin remains higher than the state and national average. Binge drinking is known to increase alcohol related harms including car crashes, falls, burns, drownings, domestic violence, etc. (Centers for Disease Control & Prevention, 2012).
- Methamphetamine related charges and youth needing protective services related to methamphetamine use are increasing (Barron County Sheriff's Department and Barron County Youth & Families Program, 2012-2014)



# Chronic Disease Prevention & Management Community Health Improvement Plan Update

Key:     Making Progress     Needs Attention

## What is our overall goal?

1. By 2018, maintain or decrease the number of Barron County residents who have pre-diabetes and type II diabetes.

## How will we know we are making progress?

**Indicator 1.1:** State reports on diabetes will show maintained or decreased prevalence of pre-diabetes and type II diabetes (source: Wisconsin Department of Health Services).

- The last Wisconsin Diabetes Surveillance Report was published in September 2012 using data from 2011.

 **Indicator 1.2:** Raise awareness of pre-diabetes and type II diabetes among residents (source: number of public outreach messages).

Thrive Barron County has been submitting press releases to area media outlets including: Barron News Shield, Chetek Alert, Cumberland Advocate, Rice Lake Chronotype, Turtle Lake Times and Koser Radio Group

	2013	2014
<b>Releases Submitted</b>	4	9
<b>How often were releases printed</b>	9	18
<b>Know Your Numbers</b>	NA	5-articles 9-advertisements

2014 Health fair participation by partners focusing on pre-diabetes:

- 04/27/2014 - 50+ Event
- 05/20/2014 - Celebrity Chef Event
- 05/30/2015 - Haley's Comet Health Fair: 15 screened
- 10/09/2014 - Cooperative Days: 20 screened
- 10/30/2014 - Barron County Employee Health Fair: 37 screened



- **Indicator 1.3:** Increase the number of residents screened at free “Know Your Numbers” events from 2013 to 2018 (source: numbers of attendees screened at annual events).

Know Your Numbers Events: free events to screen residents for chronic disease risk factors including: blood pressure, total cholesterol, LDL, HDL, triglycerides, blood glucose, body fat, waist circumference and body mass index. The events were hosted by all three non-profit hospital systems: Cumberland Healthcare, Lakeview Medical Center and Mayo Clinic Health System. Six events were held May 13- 16 at four different sites in the county. Cumberland Healthcare has been hosting Know Your Numbers Events for more than five years.

Are you at risk for diabetes, heart disease and other chronic diseases?  
Join Thrive Barron County at our first ever county-wide health fair for area residents.

## KNOW YOUR NUMBERS HEALTH FAIR

**TUESDAY, MAY 13 ♦ 6-9 AM**  
Cumberland Healthcare  
1110 Seventh Avenue, Cumberland  
\*Walk-ins only. No appointment necessary for this location

**WEDNESDAY, MAY 14 ♦ 6-9 AM**  
Cumberland Healthcare  
1110 Seventh Avenue, Cumberland  
\*Walk-ins only. No appointment necessary for this location

**THURSDAY, MAY 15 ♦ 6-9 AM**  
Lakeview Medical Center  
1700 West Stout Street, Rice Lake  
Pre-registration required. Register online at [www.lakeviewmedical.com](http://www.lakeviewmedical.com)

**FRIDAY, MAY 16 ♦ 6-9 AM**  
Mayo Clinic Health System  
1222 E. Woodland Avenue, Barron  
\*Walk-ins only. No appointment necessary for this location

**FREE SCREENINGS:**  
♦ Blood Pressure  
♦ Total Cholesterol  
♦ Triglycerides  
♦ LDL, HDL, Glucose  
♦ Body Fat and BMI

WWW.THRIVEBC.ORG

\*\*\*Please make sure not to eat or drink anything for 12 hours prior to your tests for most accurate results. A free breakfast will also be provided along with healthcare displays, giveaways and much more.

CUMBERLAND HEALTHCARE    Lakeview Medical Center    MAYO CLINIC HEALTH SYSTEM

Year	Cumberland Health Care	Lakeview Medical Center	Mayo Clinic Health System	Total Participants
2013	334	X	X	334
2014	331	150	119	600

#### 2014 Know Your Numbers Diabetes Data:

- 56 participants (9%) had a history of diagnosed pre-diabetes, gestational diabetes, type I or type II diabetes
- 583 participants were screened for fasting glucose levels:
  - 185 (31.7%) participants had fasting blood glucose levels between 100-125 mg/dL
  - 13 (2.2%) participants had fasting blood glucose levels >125 mg/dL

As a follow-up event to Know Your Numbers, Thrive Barron County partnered with Novo Nordisk to present: Diabetes Academy on May 20, 2014. The event featured a health fair, Diabetes 101 education session and Celebrity Chef Dana Herbert. Chef Herbert demonstrated creating low carbohydrate, full flavor healthy meals. A free meal, featuring the dishes, was then offered to participants.



## Mental Health Community Health Improvement Plan Update

Since our 2012 community health needs assessment and community health assessment, Thrive Barron County has made significant progress towards making our county healthier. This publication is intended to show progress, additions, and changes.

Key: ● Making Progress ● Needs Attention

### What are our overall goals?

1. By December 2018, increase youth access to mental health services in public schools.
2. By December 2018, increase the awareness and recognition of mental health needs while decreasing stigmas associated with mental illness.
3. By December 2018, decrease the number of mental health crisis needing emergency detention by 5%.

### How will we know we are making progress?

● **Indicator 1.1: Increase the number of mental health providers with certified satellite offices in Barron County schools (source: Barron County schools and mental health providers and Department of Safety and Professional Services).** *From 2013-14 to 2014-15 school based services have expanded from two districts to five districts. See details below.*

Schools with Onsite MH Clinics	2013-14	2014-15	Provider
Barron	NA	1) Woodland Elementary 2) Riverview Middle 3) Barron High School	Marriage & Family Health Services
Cameron	NA	1) Middle School 2) High School	Vantage Point- the school reports insurance difficulties. On 2/4/15, the school met with Marriage & Family Health Services to discuss services.
Chetek-Weyerhaeuser	K-12	K-12	Northwest Journeys- School reports insurance difficulties. In 2014-15, they added Marriage & Family Health Services.
Cumberland	NA	NA	NA
Prairie Farm	NA	NA	NA
Rice Lake	Rice Lake High School	1) Hilltop Elementary 2) RL Middle School 3) RL High School	Marriage & Family Health Services Vantage Point- High School only
Turtle Lake	NA	K-12	Marriage & Family Health Services

Planned expansion of services:

- Marriage & Family Health Services reports they are in discussions with Cumberland and Rice Lake schools to expand service locations.

Successes to implementation:

- Marriage & Family Health Services have been able to successfully navigate the medical assistance insurance system to obtain waivers to see youth outside of their network for mental health services.
- Schools are reporting positive responses by parents to onsite counseling.
- The program is so popular with parents that Rice Lake Middle School has a waiting list for services. Students on the waiting list are receiving services outside the school setting.

Barriers to implementation:

- Marriage & Family Health Services report they do not have the therapist capacity to expand school locations (as of February 4, 2015). They are actively recruiting additional therapists to fill this need.
- Agencies including Vantage Point and Northwest Journeys have been limited to serving only youth with the appropriate in-network medical insurance.
- School field trips, snow days and student absences have interfered with treatment at the schools.
- Rice Lake Middle School has a waiting list.

**Indicator 2.1: Increase the number of mental health outreach activities directed at the general public (source: log of activities, press releases, posters placed in the community, etc.).**

Date	Outreach Activities	Reach
04/29/2013	Mental Health Month Proclamation	NA
07/2013	Mental Health Resource Guide	Placed on County and Thrive Websites
07/2013	Decision tree on accessing MH services	Placed on Thrive Website
12/05/2013	¼ sheet "You Are Not Alone" handouts	Approx. 500 distributed
12/30/2013	Mental Health Brochure, Service Access Decision Tree and Resource Guide	25
04/27/2014	50+ Event, mental health display	200 participants
05/2014	Radio advertisements for Mental Health, resources and crisis line	420-30 second spots 180-15 second spots
05/05/2014	Amber Gonske Radio Talk Show	
05/05/2014	Pieces: In My Own Voice (2 presentations)	Barron High School and 40 community members
05/20/2014	Celebrity Chef Health Fair- Mental Health Display	80 participants
06/2014-08/2014	Crisis Line Posters	Approx. 3,000 Posters distributed
03/2014- present	Mental Health Crisis Line Magnets	Approx. 5,500 distributed

Date	Press Release	Location
05/01/2014	Pathway's to Wellness	Printed in Barron NewsShield
05/07/2014	Pieces Article	Printed in Rice Lake Chronotype
04/30/2014	Pieces Article	Printed in Cumberland Advocate
04/23/2014	Pieces Article	Printed in Barron NewsShield
05/08/2014	Pieces Article	Printed in Turtle Lake Times
05/08/2014	May is Mental Health Month	Printed in Turtle Lake Times
11/25/2014	Art Display for Mental Health Month	Printed in Rice Lake Chronotype

● **Indicator 2.2: Promote the early recognition of mental health signs and symptoms through offering the National Alliance on Mental Illness “Teachers and Parents as Allies” curriculum in the schools (source: number of school staff trained in the curriculum).**

Turtle Lake School District hosted a training on “Parents and Teachers as Allies” at their school in-service in August 2014. Lowell and Kathy Jacobson, retired teachers and leaders of National Alliance on Mental Illness of Barron County, provided the training.

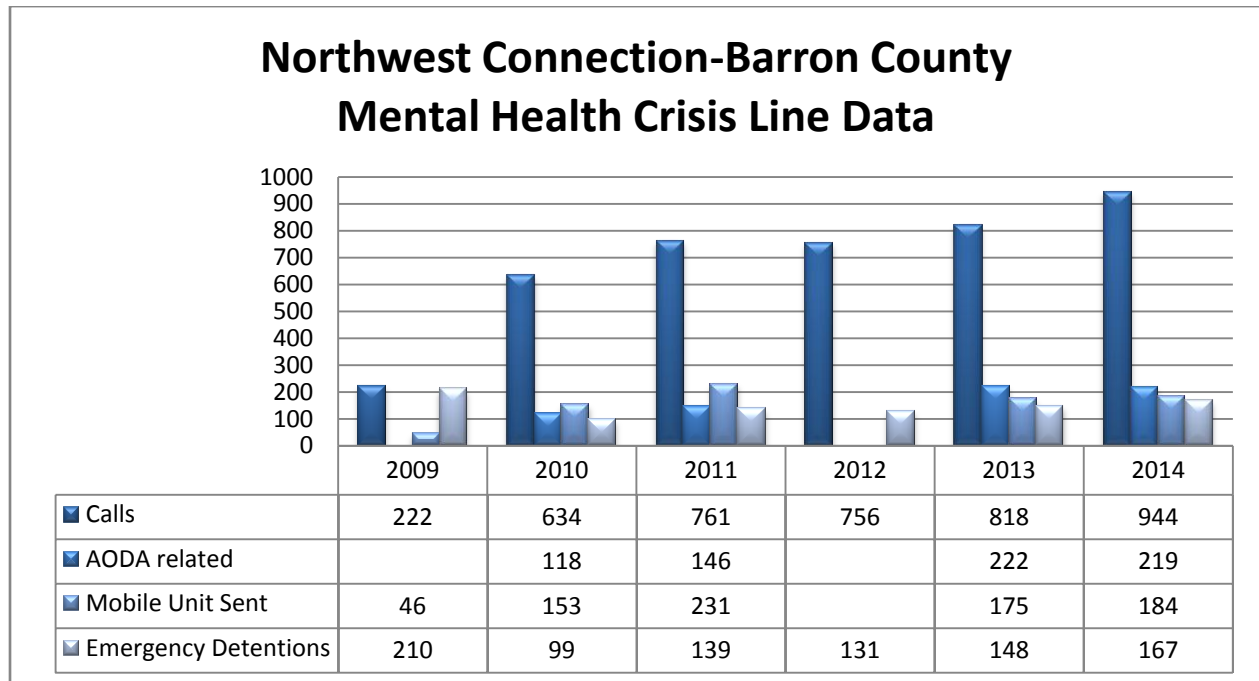
All Barron County Schools were offered this training by NAMI, only Turtle Lake participated.

● **Indicator 2.3: Increase the recognition of signs and symptoms of mental distress and promote employee assistance programs in Barron County worksites (source: employers trained through Be Well Barron County's Excel with Be Well Worksite Wellness Program).**

- March 20, 2014: Eight Barron County worksites were presented with information on mental health stigma reduction, identification of mental health signs and symptoms, and management's response to mental health issues. Mental health resources were shared.
- April 30, 2014: Six Barron Area School employees participated in onsite mental health training.
- October 14, 2014: Twenty-eight Barron County worksites were trained on worksite wellness including mental health resources. Wisconsin's Worksite Wellness Toolkit was used for the training.

- **Indicator 3.1: Barron County Crisis line calls will show a decrease in calls requiring emergency detention (source: log provided by the contracted crisis line provider).**

An increased number of crisis line calls were anticipated as the crisis line has been advertised through posters, magnets and other community outreach activities.



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**Please direct comments and questions** about this report to Kelli Engen, Barron County Health Officer, 715-537-5691 press 5 or [kelli.engen@co.barron.wi.us](mailto:kelli.engen@co.barron.wi.us)